

# Calendar of Health Events

Promote the *Live Like Your Life Depends On It* campaign by incorporating campaign materials into monthly health theme activities.

## September

### National Cholesterol Education Month

The National Cholesterol Education Program sponsors National Cholesterol Education Month every September to increase awareness of the importance of knowing your cholesterol levels and taking steps to achieve or maintain healthy levels. High blood cholesterol is a major risk factor for heart disease, the leading cause of death in the United States. Lowering cholesterol levels can reduce the risk of heart disease death among persons either with or without coronary heart disease. Adults aged 20 years or older should have their cholesterol checked once every five years. Cholesterol levels can be lowered through lifestyle changes such as dietary improvement, increased physical activity, and weight control, and by medications. More information on cholesterol can be found at <http://www.dhss.mo.gov/Cholesterol/>.



### Suggested Activities:

- Coordinate a cholesterol education event that includes health screenings and distribution of health information on cholesterol. Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low-income populations. [Click here](#) to locate an FQHC in your area. Use the *Live Like Your Life Depends On It* Cholesterol message card or poster to promote the event.
- Conduct a media/marketing campaign that addresses secondary prevention of cholesterol utilizing the *Live Like Your Life Depends On It* Cholesterol print ads in conjunction with the Cholesterol news release and radio PSA that can be found at <http://www.dhss.mo.gov/Cholesterol/PressRoom.html>. Secondary prevention targets individuals with established risk factors for heart disease and/or stroke who are at risk for recurrent events. Some examples of media outlets are radio and newspapers. Also consider promoting National Fruits & Veggies – More Matters Month®. Fruits and vegetables contain no cholesterol.
- Contact a local worksite or local faith-based organization and ask them to co-sponsor a cholesterol education event that could include cholesterol screening. Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low-income populations. [Click here](#) to locate an FQHC in your area. Use the *Live Like Your Life Depends On It*

Cholesterol poster to promote the event, or the Cholesterol news release and radio PSA at <http://www.dhss.mo.gov/Cholesterol/PressRoom.html>.

- Sponsor a best recipe contest. See who can prepare the best tasting, low saturated fat, low cholesterol dish. Award a \$10 grocery store gift certificate to the top three winners. (Ask the grocery store to donate the gift certificate.) Heart-healthy recipes from the National Heart, Lung and Blood Institute can be found at [hp2010.nhlbihin.net/cholmonth/recipes.htm](http2010.nhlbihin.net/cholmonth/recipes.htm). Use the *Live Like Your Life Depends On It* Eat Smart message card or poster to advertise the contest.
- Incorporate cholesterol education into Healthy Aging Month, National Fruits & Veggies – More Matters Month®, and World Heart Day activities by distributing the *Live Like Your Life Depends On It* Cholesterol message card.

**To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))**

For more information on National Cholesterol Education Month	For more information on Cholesterol and Heart Disease
<p>National Cholesterol Education Program Division of Heart Disease and Stroke Prevention Centers for Disease Control and Prevention Mail Stop K-47 4770 Buford Hwy, NE Atlanta, GA 30341-3717 770-488-2424 770-488-8151 Fax <a href="http://www.cdc.gov/dhbsp/announcements/cholesterol_education_month.htm">www.cdc.gov/dhbsp/announcements/cholesterol_education_month.htm</a></p> <p>National Heart, Lung, and Blood Institute Health Information Center P.O. Box 30105 Bethesda, MD 20824-0105 301-592-8573 301-592-8563 Fax <a href="http2010.nhlbihin.net/cholmonth/">hp2010.nhlbihin.net/cholmonth/</a></p>	<p>American Heart Association <a href="http://www.americanheart.org/presenter.jhtml?identifier=1516">www.americanheart.org/presenter.jhtml?identifier=1516</a></p> <p>Local Chapters:</p> <ul style="list-style-type: none"> <li>• <b>Columbia</b> 104 Corporate Lake Drive Columbia, MO 65202 573-446-3000</li> <li>• <b>Springfield</b> 2446 E. Madrid Springfield, MO 65804 417-881-1121</li> <li>• <b>Kansas City</b> 6800 W. 93rd Street Overland Park, KS 66212 913-648-6727</li> <li>• <b>St. Louis</b> 460 N. Lindbergh Blvd St. Louis, MO 63141 314-692-5635 314-692-5694 Fax</li> </ul>
	<p><b>For more information on Cholesterol</b></p> <p>Heart Disease and Stroke Prevention Program Bureau of Cancer and Chronic Disease Control Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102 573-522-2896 800-316-0935 Toll free 573-522-2898 Fax <a href="http://www.dhss.mo.gov/Cholesterol/">www.dhss.mo.gov/Cholesterol/</a></p>

## National Fruits & Veggies – More Matters Month®

September is National Fruits & Veggies – More Matters Month®, and Missourians are urged to improve their health by putting more produce on their plates. At meal time, fill half your plate with fruits and vegetables. Many people believe that only fresh fruits and vegetables count toward their daily intake, but all forms count, including fresh, frozen, canned, dried, and 100% juice. When it comes to good health and nutrition, few things are more important than fruits and vegetables. Fruits and vegetables can help prevent obesity and a number of serious diseases including diabetes, stroke and some types of cancer. They also help promote healing, fight infection and keep eyes in good working order.

While recommendations vary depending on a person's age and level of physical activity, health experts advise that most adult women need between four and five cups of fruits and vegetables, and most adult men need about five to six cups every day. The daily amount recommended for children increases with age – from two cups of fruits and vegetables for children age 2 and 3 to five to six cups for teenagers age 14 to 18, depending on gender and physical activity level.

For more information about the benefits of eating fruits and vegetables, visit the *Live Like Your Life Depends On It* website at [www.lifedependsonit.com](http://www.lifedependsonit.com). Select the “Eat Smart” section for hundreds of healthy recipe ideas. Additional information can be found on the *Fruits & Veggies—More Matters* website site at [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org).



### Suggested Activities:

- Promote fruits and vegetables in the community or at a local workplace by sponsoring a fruit and vegetable taste test, a fruit and vegetable corner, or hold a fruit and vegetable recipe contest or cook-off. Promote the event by using the *Live Like Your Life Depends On It* Eat Smart message card or poster, or publishing the Make the Choice to Eat Smart sample newsletter article in the local newspaper or an employee health newsletter.
- Promote consumption of more fruits and vegetables by asking a local senior center to celebrate National Fruits & Veggies—More Matters Month® by serving a fruit or vegetable dish that they don't normally serve. They could serve a new fruit or vegetable dish every day in September or one each week. Promote the celebration using the *Live Like Your Life Depends On It* Eat Smart message card or poster. Recipes using fresh fruits and vegetables can be found on the *Live Like Your Life Depends On It* campaign website at <http://lifedependsonit.com/>, select the “Eat Smart” section. Additional recipes can be found on the Better Health Foundation website at <http://www.pbhfoundation.org/recipes/>.
- Ask the local newspaper to promote National Fruits & Veggies—More Matters Month® by publishing the *Live Like Your Life Depends On It* Make the Choice to Eat Smart sample newsletter article along with tips for making a small change or addition to an existing recipe to help reach fruit and vegetable goals. Some quick, easy, and tasty tips can be found at <http://www.pbhfoundation.org/recipes/recipehints.php>.

**To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))**

<b>For more information on National Fruits &amp; Veggies – More Matters Month®</b>	<b>For more information on Fruits and Vegetables</b>
Produce for Better Health Foundation 5341 Limestone Road Wilmington, DE 19808 302-235-2329 302-235-5555 Fax <a href="http://www.fruitsandveggiesmorematters.org/">www.fruitsandveggiesmorematters.org/</a>	Health Promotion Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2820 <a href="http://www.dhss.mo.gov/fruitsandveggies/">www.dhss.mo.gov/fruitsandveggies/</a> Patricia Kramer, MS, RD, LD, Nutrition Coordinator

## **Healthy Aging® Month**

Healthy Aging® Month is an annual observance designed to focus national attention on the positive aspects of growing older, specifically in the areas of physical, social, mental, and financial fitness. Physical activity helps maintain older adults' ability to live independently, reduces risk for chronic disease, and improves feeling of well-being. Healthy food habits are important to reduce chronic disease risk, slow disease progression, and manage disease symptoms.

A person is never too old to quit tobacco. There are immediate positive health effects from quitting tobacco, regardless of the age of the person. Within two to three weeks of saying goodbye to smoking, the risk of having a heart attack begins to drop; five years out, the risk of stroke is reduced to that of a nonsmoker. The ability to engage in physical activity improves, too, and people often feel they have more endurance. Many people experience an improvement in their senses of smell and taste.



### **Suggested Activities:**

- Coordinate a Healthy Aging® and Cholesterol Education Open House that includes health screenings and distribution of health information on cholesterol, heart disease, physical activity, nutrition, tobacco cessation, etc. Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low-income populations. [Click here](#) to locate an FQHC in your area. Distribute the *Live Like Your Life Depends On It* Top Ten Flyer or campaign brochure, Screening Card, and Feel Great, Eat Smart and/or Be Tobacco Free message cards. Promote social well-being at the event by inviting local volunteer, religious, or civic groups to do displays that encourage older adults to contribute time to the community by becoming a volunteer. Promote mental well-being at the event by inviting someone to display mind exercising activities for older adults such as reading, learning a new skill, researching something that interests them, or a hobby.

- Sponsor a senior athletic event, such as a mall-walk, 5K run, or family fun bicycle ride. Use the *Live Like Your Life Depends On It* Feel Great message card or poster to promote the event.
- Coordinate a reading night at your local library. Invite local older adult celebrities to read passages from inspirational books at the event, and promote the event by advertising the celebrity participation. Use the opportunity to distribute health information such as the *Live Like Your Life Depends On It* Top Ten Flyer or campaign brochure and Screening Card. Seniors need a variety of nutrient rich foods to get the right balance for optimal health. A healthy diet for older adults includes plenty of fruits and vegetables. Since September is also National Fruits & Veggies – More Matters Month<sup>®</sup>, promote fruits and vegetables by serving some that are easy for older adults to fix.
- Coordinate with a local grocery store and a local dietitian to give a grocery store tour for older adults demonstrating how to read food labels and choose heart healthy foods. Use the *Live Like Your Life Depends On It* Eat Smart message card or poster to promote the event. Seniors need a variety of nutrient rich foods to get the right balance for optimal health. A healthy diet for older adults includes plenty of fruits and vegetables. Since September is also National Fruits & Veggies – More Matters Month<sup>®</sup>, consider discussing the benefits of fruits and vegetables.
- Use the *Live Like Your Life Depends On It* Be Tobacco Free message card or Quit Smoking 2 poster to encourage older adults to be tobacco-free by calling Missouri’s Tobacco Quitline at 1-800-QUITNOW. Older adults should also be encouraged to check out the [BecomeAnEx.org](http://BecomeAnEx.org) website.
- Ask the local newspaper to promote Healthy Aging<sup>®</sup> Month by publishing the *Live Like Your Life Depends On It* Maintaining a Healthy Weight sample newsletter article, or ask the local senior center to include the article or parts of it in their newsletter. Since September is also National Fruits & Veggies – More Matters Month<sup>®</sup>, consider including information from the *Live Like Your Life Depends On It* Make the Choice to Eat Smart sample newsletter article.

**To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))**

<b>For more information on Healthy Aging<sup>®</sup> Month</b>	<b>For more information on Senior Nutrition</b>
Educational Television Network, Inc. P.O. Box 442 Unionville, PA 19375 610-793-0979 <a href="http://www.healthyaging.net/">www.healthyaging.net/</a>	Division of Senior and Disability Services Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-526-8573 <a href="http://www.dhss.mo.gov/Nutrition_Seniors/">www.dhss.mo.gov/Nutrition_Seniors/</a>
	<b>For more information on Senior Physical Activity and Tobacco Cessation</b>
	Health Promotion Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2820 866-726-9926 Toll free <a href="http://www.dhss.mo.gov/PhysicalActivity/">www.dhss.mo.gov/PhysicalActivity/</a> <a href="http://www.dhss.mo.gov/SmokingAndTobacco/">www.dhss.mo.gov/SmokingAndTobacco/</a>

## Fall National Turn Off the TV Week\*

(National Turn Off the TV Week is also celebrated in the spring)

The purpose of Turn Off the TV Week is to encourage families to take an extended break from watching television and use the time normally spent in front of the television screen to explore other activities. Trading TV time for physical activity is not only good for your health, it is a good way for families to spend time together. Families can ride bikes, play games, work in the yard, take walks or participate in sports. Watching less television could help prevent obesity and other serious diseases. Research shows that an increase in sedentary behavior, such as television viewing, contributes to unhealthy weight gain and increases the risk for developing cardiovascular disease, type 2 diabetes, high blood pressure, and other chronic diseases. Studies also have shown that children who watch a lot of television don't perform as well in school.



The American Academy of Pediatrics recommends the following television time:

- Children under two years of age should not be watching television.
- Children over two years of age should watch no more than two hours of television per day.
- Adults should set a good example for children by limiting their own television use.

## Suggested Activities:

- Ask a local newspaper to promote Turn Off the TV Week by publishing the *Live Like Your Life Depends On It* Moving More Can Improve Your Health or Move More sample newsletter articles. Encourage physical activity by providing a list of local opportunities that the whole family can get out and participate in, i.e., gyms, libraries, walking trails, or malls that allow walking even in cold weather.



- Solicit local schools to promote Turn Off the TV Week. Principals, teachers and school librarians traditionally support the turn off concept and will often organize a turn off in their class or institution. Organizing schools is also a good way to reach the community because students will often involve their parents and siblings. Teachers tend to be strong proponents of turn offs. Many have seen the cumulative effects of excessive screen-time on their students and are all too familiar with shortened attention spans and the decline of reading skills. Schools could use the *Live Like Your Life Depends On It* Hours of TV message card or poster to promote their activities. They could also distribute a brochure developed by the Missouri Coordinated School Health Coalition titled, “Missouri Families Eating Smart and Moving More,” available in English and Spanish. This brochure and other school resources can be found at <http://www.healthykidsmo.org/resources/index.htm>.
- Ask a local mall to sponsor a family walk week to promote walking opportunities at the mall. This could include prizes for those who walk the most during the week or on a particular day or eligibility for a prize if a specific walk is completed. The event could include displays by local bookstores, roller skating rinks, sporting goods stores, gyms, recreation centers, dance/martial arts studios, theaters, art galleries, etc., promoting their activities that involve the entire family, especially those that can be done during the winter months. The *Live Like Your Life Depends On It* Hours of TV message card and/or poster could be used to promote the event.
- Ask a local library to develop a schedule of special events during Turn Off the TV Week, such as evening workshops, storytelling, or readings. Suggest that they distribute and create a special display of books highlighting alternative activities and the problems of excessive screen-time. Libraries could use the *Live Like Your Life Depends On It* Hours of TV poster to promote their event(s).

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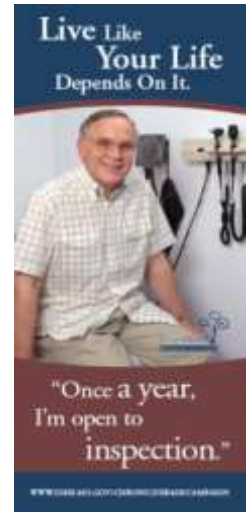
<b>For more information on National Turn Off the TV Week</b>	<b>For more information on Physical Activity</b>
Center for Screen Time Awareness 1200 29th Street, NW Lower Level #1 Washington, DC 20007 202-333-9220 <a href="http://www.tvturnoff.org/">www.tvturnoff.org/</a>	Health Promotion Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2820 866-726-9926 Toll free <a href="http://www.dhss.mo.gov/PhysicalActivity/">www.dhss.mo.gov/PhysicalActivity/</a>
	<b>For more information on Coordinated School Health</b>
	Missouri Coordinated School Health Coalition <a href="http://www.healthykidsmo.org/">www.healthykidsmo.org/</a>

## World Heart Day\*\*

There is a vast public misperception and disproportional lack of attention paid to people's risk of heart disease, stroke and high blood pressure in relation to more sensational health issues. As a result, people tend to overestimate the number of deaths from rarer and infrequent risks while underestimating those from more common causes such as heart disease and stroke. Heart disease and stroke can be prevented by regular exercise, no smoking, and a healthy diet that is low in salt and fat and rich in fibers, fresh vegetables, and fruit.

### Suggested Activities:

- Medicare provides coverage of cardiovascular screening blood tests for the early detection of cardiovascular disease or abnormalities associated with an elevated risk of heart disease and stroke. This benefit presents an excellent opportunity for health care professionals to help their eligible Medicare patients check their cholesterol status, know their risk for heart disease, and the steps they can take toward following a heart-healthy lifestyle that can lower their risk for heart disease and keep it down. Use the *Live Like Your Life Depends On It* Get Health Screenings message card or poster, or the Exam Table 1 poster to encourage older adults to talk to their doctors to take advantage of this cardiovascular screening.
- Solicit a local worksite, health and fitness center, and/or local faith-based organization to co-sponsor a cholesterol and blood pressure screening fair. Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low-income populations. [Click here](#) to locate an FQHC in your area. Use the *Live Like Your Life Depends On It* Cholesterol or High Blood Pressure message card or poster to promote the event. Distribute the *Live Like Your Life Depends On It* Screening Card at the event to encourage other important health screenings.
- Coordinate with a local grocery store and a local dietitian to give a grocery store tour demonstrating how to read food labels and choose heart-healthy foods. Use the *Live Like Your Life Depends On It* Eat Smart message card or poster to promote the event.
- Develop an article promoting screenings for heart disease using the *Live Like Your Life Depends On It* Get Health Screenings sample newsletter article. Distribute article for publication in a local newspaper, worksite newsletter, church bulletin, senior center newsletter, etc.



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